



## Political Advertising Disclaimers

### 1. Communications by Candidate Committees for their own Election

The disclaimer must include, unless otherwise noted: "Paid for by *committee name*."

Examples: "Paid for by Jones for Assembly 2012"

"Paid for by Friends of Smith for Mayor 2012"

Communication	Manner of Display
<b>All mass mailings</b> (more than 200)	<ul style="list-style-type: none"> <li>• Candidate's committee name/address (on file with Form 410) on outside of mailing - see example in fact sheet</li> <li>• If sent by more than one candidate/committee: <ul style="list-style-type: none"> <li>◦ Also on at least one insert in the mailing</li> </ul> </li> <li>• No less than 6 pt type/contrasting print color</li> <li>• Return envelopes (included in solicitation) – committee's name, address and ID number are recommended but not required</li> </ul>
<b>Telephone calls advocating candidate's own election</b> (500 or more) - made by: <ul style="list-style-type: none"> <li>• Vendors (e.g. "robo" calls) or</li> <li>• Paid individuals other than the candidate, campaign manager or volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Any time during the message</li> <li>• Must identify the candidate that paid for the call unless an organization authorizing the call is identified and files campaign reports</li> <li>• Must state that the call is "paid for by" or "authorized by" the identified candidate or organization</li> <li>• <i>Examples: This call was paid for by Senator Jones; This call was authorized by (name of committee)</i></li> <li>• No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers</li> </ul>
<b>The Political Reform Act does not require a specific disclaimer on the following communications, although the FPPC recommends placing "paid for by <i>committee name</i>" and committee ID number on all public campaign materials.</b>	
<b>Newspaper, radio and television ads</b>	<ul style="list-style-type: none"> <li>• Radio or television advertisements require "paid for by" or sponsor identification under Federal Communications Commission rules</li> <li>• Check the Elections Code for newspaper ad requirements</li> </ul>
<b>Electronic media</b> (Websites, blogs, Twitter feeds, faxes, emails, social media pages - i.e. Facebook)	<ul style="list-style-type: none"> <li>• "Paid for by <i>committee name</i>" and committee ID number recommended but not legally required</li> </ul>

## Candidate Committee Communications

Communication	Manner of Display
Billboards, yard signs, business cards, door hangers, flyers, and posters	<ul style="list-style-type: none"><li>“Paid for by <i>committee name</i>” and committee ID number recommended, if possible, but not legally required</li></ul>

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

References: [Government Code Sections](#) 84305, 84310.  
[Title 2 Regulations](#) 18435, 18440.